

BRITZ & COMPANY - MANAGING THROUGH TOUGH TIMES

ABOUT BH, INC. Britz & Company has a team with more than 75 combined years of experience in the laboratory animal science and biomedical research industry. Their team has a clear understanding of the current animal care issues that affect the housing of captive animals in a research environment. Britz & Company designs, develops, manufactures and installs a comprehensive line of animal housing systems and animal care products for the biomedical research industry. Products include: animal housing units, animal management equipment, bio-containment for primates, bio-containment for large and small animals, normothermic infrared heaters, environmentally controlled enclosures.

THE CHALLENGE. In 2016, the research market was constrained and as a small business Britz & Company was challenged to generate revenues to keep the business thriving and vibrant. The market environment and some key changes in staffing had required the company to shift significant amounts of senior management time to travel and maintenance of existing customer relationships and support for sales and service teams out in the field. As a result, departmental management was struggling for cohesiveness and leadership.

MEP CENTER'S ROLE. Manufacturing-Works (M-W), part of the MEP National Network™, engaged with William "Bill" Britz, owner-CEO and after gaining an understanding of the situation, agreed to provide management and operation consultative services. In a short period, the Manufacturing-Works consultant/trainer helped address the serious issue of the overstretched CEO who was supporting field sales and service with frequent travel, weekly cash flow financial management and design and engineering work, as well as production and fulfillment management. As a family-owned small business, the consultant recommended recruiting Tamera Britz, the CEO's spouse, to serve as its' CFO/COO, someone the CEO could absolutely trust with the day-to-day financials and cash flow challenges, as well as daily issues with production and fulfillment. This management decision provided the CEO relief to better focus on sales, marketing, custom design and engineering work. Soon, customers' constrained grip on funds and projects loosened up and contract orders began flowing again, and the consultant's past financial experience with Britz & Company enabled him to help the new CFO quickly learn the financial system processes and procedures. The consultant and new CFO/COO worked together to bring unity of effort among the departmental managers. As the Company's internal staff strengthened, Britz & Company redirected the consultant's work into some weaker areas involving market asset development.

RESULTS



10% increase in productivity with a new management philosophy



expanded markets increasing revenues \$300K + hiring 1 new employee



ventured into new markets



saved \$100K /year in training a new CFO/COO



Freed up 30% CEO time to focus on customer base

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"It's great to work with Manufacturing-Works, an organization that took time to learn about our business and understand our culture to better support our requirements. Our past working relationship with Manufacturing-Works consulting is a force multiplier that produces intuitively positive solutions to challenging problems that produce mission success. Today, our company is much stronger and works better as a team. The value that Manufacturing-Works and their consultants provided is highly valued and as such we continue to work with them."

-William Britz, Owner-CEO